

## Abstract

The bachelor thesis „*Radost Agency and Magazine Post*“ deals with the activity of student agency Radost (which means *joy, pleasure* in Czech) and picture magazine Post which was published by the agency.

The bachelor thesis outlines historical context at the turn of the 1980s and the 1990s and describes how the political and social change influenced the activities of the agency. The thesis deals with the beginning of agency at Film and TV School of Academy of Performing Arts in Prague and its transformation into professional organization, mentions the fields of activity (photography, music and publishing) and its two most important exhibitions. The thesis defines the agency as the period phenomenon reflecting the social changes and the open platform for people coming up with the new approach for various culture projects.

Following chapters about magazine Post are divided into specific parts that characterize the stages of the magazine between years 1989–1992. The chapters describe the transformation from student magazine into publicly distributed periodical. The thesis deals with the unusual layout of magazine and the content of each issue that reflects the social changes as well. The new approach to graphic design and extraordinary space dedicated to pictures was characteristic for the magazine. The analysis is mainly focused on photo stories and documentary photography, it studies how magazine dealt with it, which photographers and topics were shown up.